

Recent projects in Statistics Finland's Cognitive Laboratory - and something about the future

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Recent projects in Cognitive Laboratory

- Overview: One large developing project and a couple of ordinary questionnaire pre-testings
- Statistics Finland has implemented a programme for developing business data collections in 2007-2011
 - The purpose of the programme is to reduce the response burden and develop response relations and motivation
 - Under the programme there are plenty of different kinds of projects – one of them is a measurement of response burden
 - ➔ The response process was made visible, and this concrete experience was one important factor which led to an action in the electronic questionnaire development (a need of usability testing and developing electronic questionnaires)
 - ➔ Questionnaire design support service will be emphasized in our laboratory's working schedule next year

- **Household Budget Survey (pilot study)**
 - 15 recorded CATI interviews, behaviour coding
 - Detailed questions about household's consumption
 - Answering precisely requires that respondents are motivated to check up on information asked in the telephone interviewing situation (and if possible also before the interview)
- **ICT 2011 (Survey on the Use of Information and Communications Technology)**
 - Many questions with high response burden (e.g. technical terms related to computers and mobile phones, type of Internet connection, e-commerce)
 - 13 cognitive interviews in February
 - 20 CATI interviews will be recorded for the purpose of behaviour coding → Analysis completed in autumn 2011?
- **Adult Education Survey 2012**
 - Questionnaire design and pre-testing ongoing

Adult Education Survey (AES): Background

- AES covers the following topics:
 - participation in education and training (formal and non-formal)
 - informal learning
 - social and cultural participation
 - foreign language skills
 - ICT skills
- Conducted in 1980, 1990, 1995, 2000 and 2006 in Finland
- The first EU-AES conducted in 2006
 - Both EU-AES questions and national AES questions included

- The next EU-AES will be collected 2012
 - Target population: persons aged 18 to 64 (national AES), 25 to 64 (EU-AES)
 - Data collection method: mixed-mode (CAPI+CATI)
 - Sample size approximately 6.000 persons
 - Contains both EU-AES questions and national AES questions

Previous pre-testings in Adult Education Surveys

AES 2000

- Expert review
 - The appraisal of AES 1995 questionnaire
- Cognitive interviews
 - The concept of everyday learning

EU-AES 2006

- Cognitive interviews
 - Volume of instruction hours in formal and non-formal education
 - 'On-the-job-training'
 - Obstacles in participation in education
- Behaviour coding
 - Data: 21 recorded field interviews
 - Validation: How the question modifications based on the results from cognitive interviews worked in data collection situation
 - Interviewers had difficulties in reading some questions fluently

AES 2012

- The Finnish questionnaire design started in January 2011
- The Finnish questionnaire will be a combination of the national questions and the EU-questions
- EU-questions: both input-harmonised and output-harmonized questions → different kind of pre-testing needs
- The idea is to exploit results from previous pre-testings as much as possible (especially results from behaviour coding made in 2006)

Pre-testing plan for AES 2012

Step 1

(February-June 2011)

- The aim is...
 - ...to find equivalent Finnish terms to some concepts in Classification for Learning Activities (e.g. 'on-the-job-training')
 - ...to take part in the questionnaire design team

Step 2

(August-December 2011)

- Questionnaire testing
 - Some questions are selected for in-depth testing (e.g. three most frequent types of job related non-formal training)
 - Cognitive interviews
 - Two interviewing rounds (15-20 interviews per round), iterative testing

Step 3

(January-March 2012)

- **Expert review**

- The appraisal of data collection material (invitation letter, brochure, answering cards etc.)

- The Finnish AES questionnaire will be completed in May 2012
- Data collection starts in autumn 2012
- Pre-testing results will be presented in the next QUEST meeting...

**Thank you
for your attention!**